



VIII. Preliminary Findings – Public Engagement

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Wake
TRANSIT

Public Engagement

Early Findings

How We Started



Challenge

- Provide adequate information to help prioritize immediate next steps (*what should we do first*)
- Offer a variety of methods and formats to provide input

Our Approach

- A culturally and socially competent outreach strategy
- 10 public meetings with collaborative staffing
- Pop-up events
- On-line formats

How We've Done It



- Online, mobile-friendly, and paper surveys in English and Spanish
- Presentation with survey in English and Spanish
- Postcards in English and Spanish
- Fact sheets in English and Spanish
- Bus placards in English and Spanish
- Toolkit for public meetings utilizing open house format
- Press release in English and Spanish
- Traditional media interviews in English and Spanish
- Social media push
- Email blast to TPAC members, partners, and contacts to share survey link and meeting schedule
- Targeted online marketing push through Public Input software
- On the ground outreach to local organizations in and around downtown Raleigh
- Outreach through or to community stakeholders and organizations
- Pop up events (i.e. canvassing at GoRaleigh station)

What We've Identified



- The public needs comprehensive education regarding the plan
- Spanish-speaking community engaged at record levels
- Cultural competency and long-term, big picture vision is critical

Where We're Headed



- Preliminary data analysis identified gaps
 - Additional targeted marketing push
- Building relationships in advance
 - Crosby-Garfield Advocacy Group
 - Southeast Raleigh Promise
 - Business leaders and other groups



Preliminary Survey Results

Early Findings

As of November 9, 2017

Comments Heard



- Over 100 people attended public meetings
- Many questions about Wake Transit in general – asking what’s planned, what has been happening, what will happen next.
- People also asked specifically for:
 - More frequent service
 - Service to more and new places
 - Improvements to the fare system and fare structure
 - Be sure engagement efforts meet a diversity of people and places
 - What happens after 10 years

Demographics



- **72%** of survey respondents live in **Wake County**
 - Raleigh: **44%**
 - Cary: **11%**
- **28%** of respondents live **outside Wake County**
 - **7%** live in Durham, Orange, and Johnston Counties

Response Location	Percent	Highest Rate of Response
Wake County	72%	Raleigh (44%), Cary (11%)
Durham County	4%	Durham
Orange County	2%	Chapel Hill
Johnson County	1%	Clayton
North Carolina (Other)	12%	Charlotte (5%)
Outside North Carolina	9%	New York (2%), Atlanta (1%)

Results updated as of Friday, November 10

Demographics



- **68%** of respondents **never ride the bus**
 - **23%** of Spanish respondents **ride the bus daily**, compared to only 8% of English respondents
- **51%** of respondents live in a **two-vehicle household** and **4%** live in a **zero-vehicle household**
- **62%** of respondents live in a household with **two licensed drivers**
- **83%** of respondents identify as White/Caucasian

Results updated as of Friday, November 10

Service Preferences

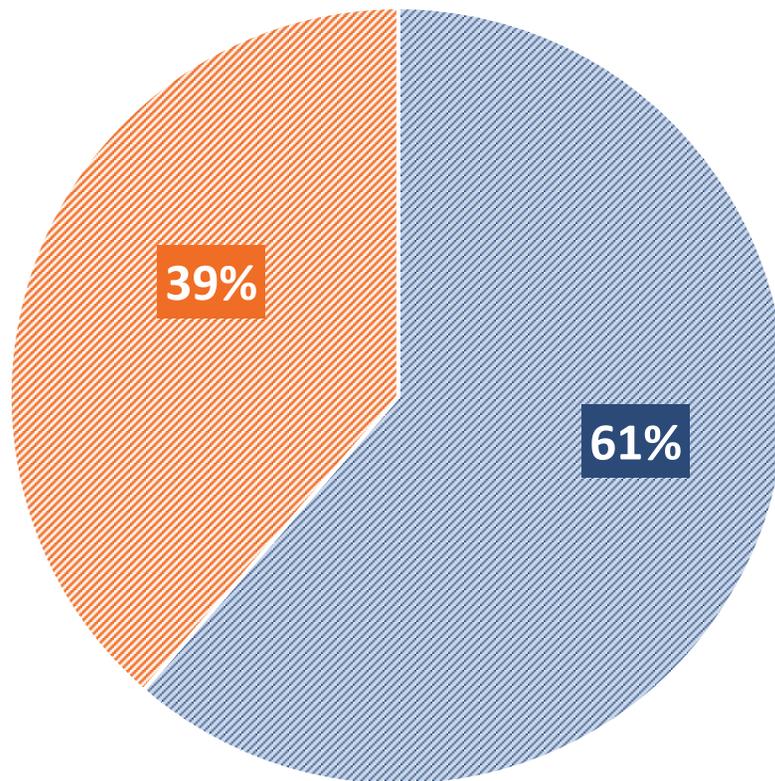


- **Attracting ridership** ranks highest when prioritizing factors for large projects; **improving access to underserved neighborhoods** is second overall, and highest among Spanish respondents
- Respondents prefer **connecting residential areas of Wake County to job centers within Wake County**; reducing transit travel time ranks third overall but is highest among Spanish respondents
- Respondents prefer **increased bus service during commute periods and on weekdays, more direct and faster service, and investing in clean energy buses** over traditional diesel fueled buses
- Respondents prefer **improving service in existing service areas and high-demand locations** over expanding service to areas with limited or no service

Which Wake Transit improvement should happen first?



All respondents



- Increase service where there are a lot of people, jobs and demand for transit service
- Add bus service to places that don't have service or have limited service

Of the four options, which two do you think are the most important?



CONNECT RESIDENTIAL AREAS OF WAKE COUNTY TO JOB CENTERS WITHIN WAKE COUNTY



PROVIDE A CONSISTENT TRAVEL TIME REGARDLESS OF TRAFFIC CONDITIONS



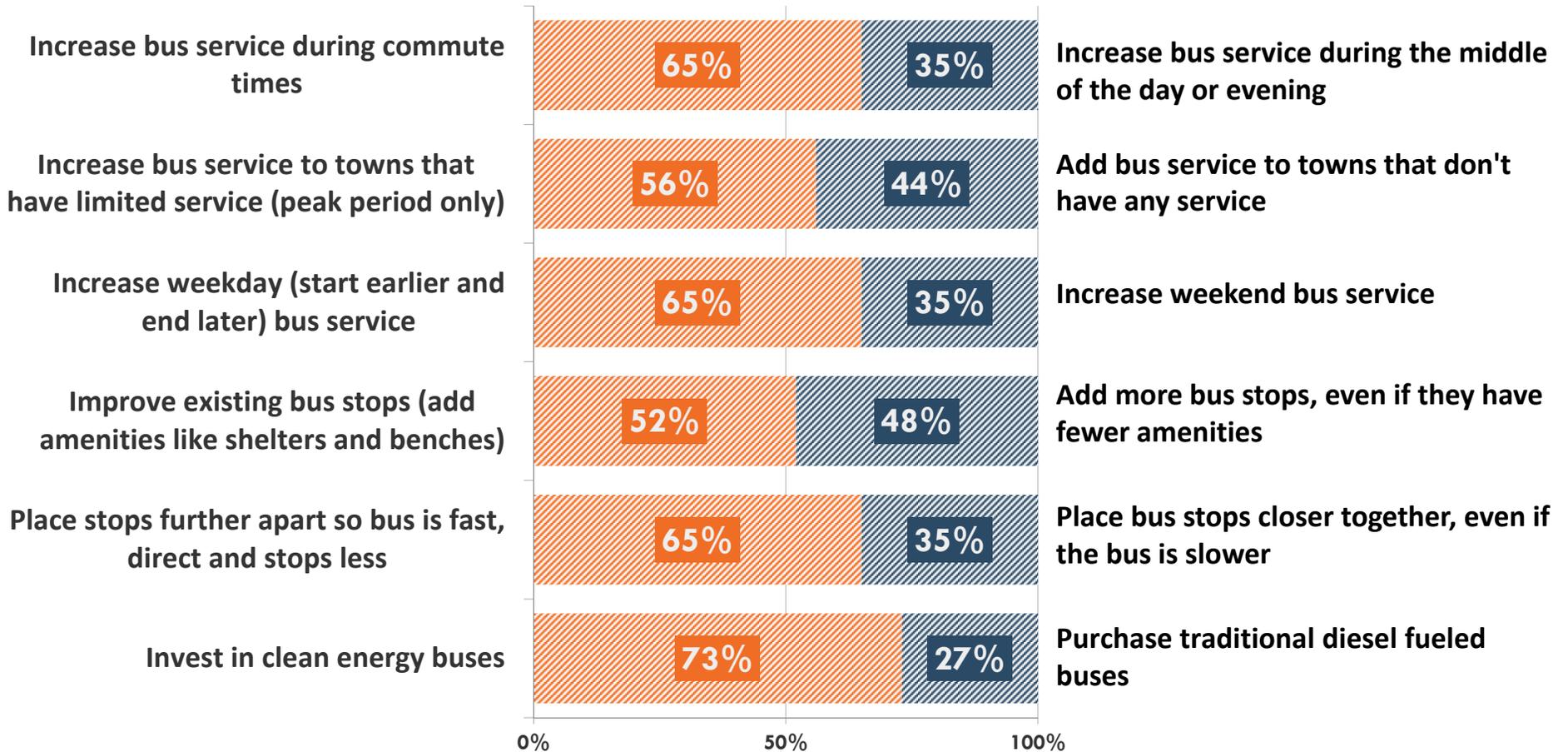
REDUCE TRANSIT TRAVEL TIMES



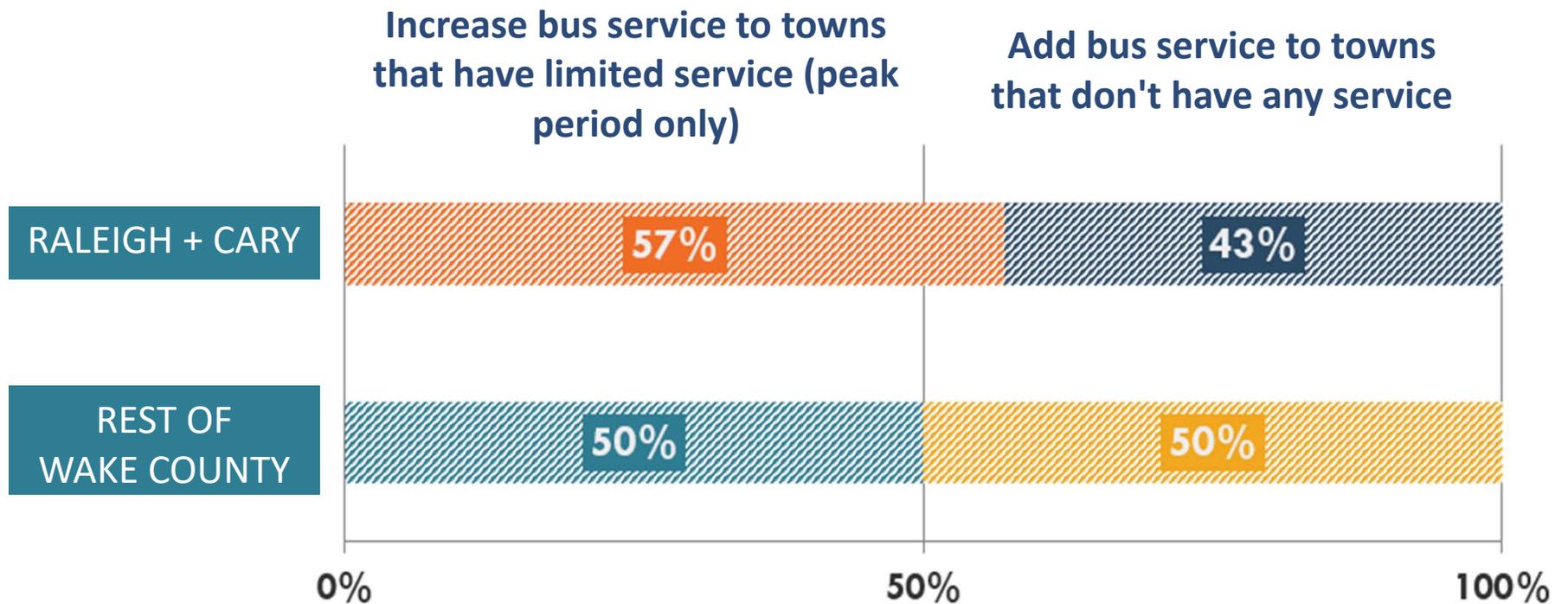
CONNECT TO DESTINATIONS OUTSIDE WAKE COUNTY



Which Wake Transit projects should we prioritize in the next three years?



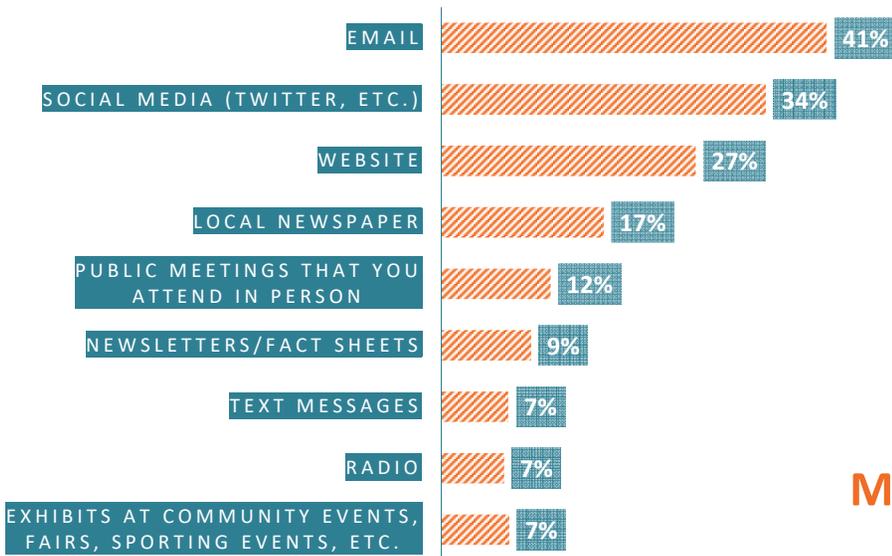
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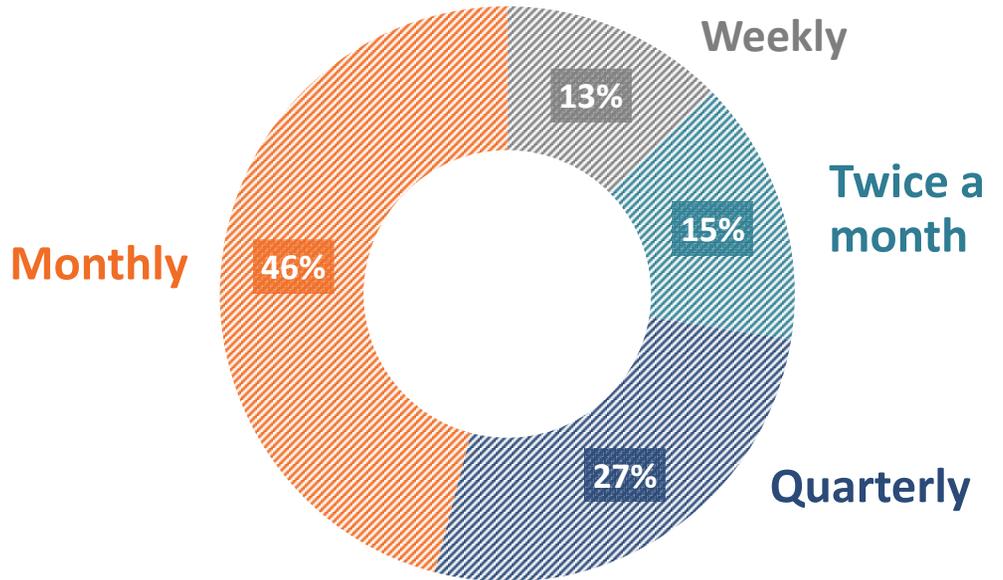
Public Engagement



What's the best way for us to stay in touch with you?



How often would you like to be updated?



Ongoing Data Analysis



- Priorities of **current riders** vs. **non-riders**
- Priorities of **zero-vehicle households**
- Comparing preferences for Wake Transit improvements by **vehicle availability**, **English proficiency**, and **home ZIP code**
- Comparing service preferences over the next three years by **vehicle availability**, **English proficiency**, and **home ZIP code**

Direction for Priorities



- Strengthen existing network – commuter routes, weekday service and existing passenger amenities
- Focus on fast, direct routes with fewer stops
- Invest in areas that will be productive (but coverage is still important)
 - 70% productivity / 30% coverage target feels right
- More emphasis on Wake County and less on regional service
- Strong interest in alternative fuel vehicles

Ongoing Engagement Effort



- More public open house meetings this week!
 - November 14 (tonight!) Cary Senior Center from 5:30 pm to 7:30 pm
 - November 16 at Cary Arts Center from **1:00 pm to 3:00 pm**
- Survey will close at the end of the month



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Questions?

